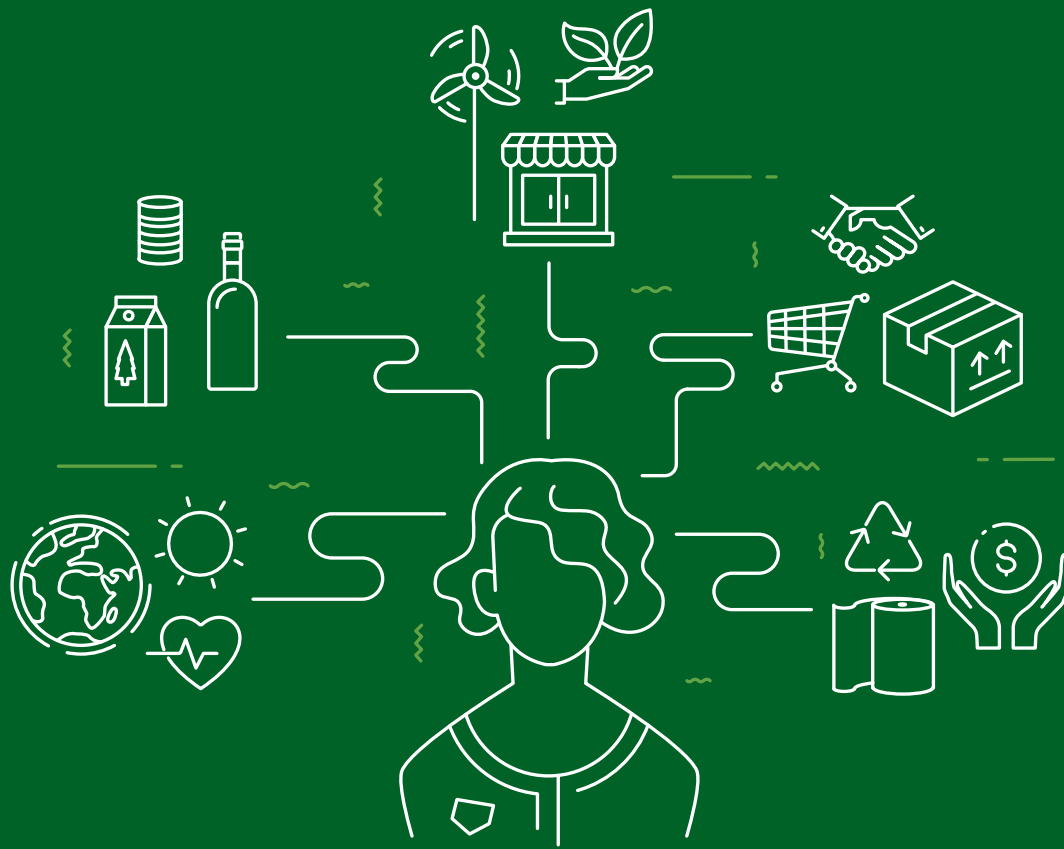


Top 5 reasons how millennials will change packaging forever



Their mantra: a healthier planet means a healthier life

80% agree that living eco-friendly boosts quality of life

They desire food & beverages in sustainable packaging

69% are influenced to purchase based on a company's decision to use plant-based packaging

They support brands that use sustainable practices

76% feel more positive towards companies that only use recyclable packaging

They demand brands act responsibly towards the environment

67% say their choices are influenced by a company's commitment to packaging made with renewable resources such as paper and other plant-fibers

They will pay more for eco-friendly products

64% say environmental sustainability plays a key role in the products they purchase, but that they are willing to pay more for eco-friendly products

*The EcoFocus Trends Survey is an annual tracking survey, conducted since 2010, examining wellness and sustainability trends impacting the food and beverage industry. The survey is conducted online annually among 4,000 adults. The data is nationally projectable to the U.S. adult population, ages 18 to 65 years, with a margin of error of +/- 1.55 points at the 95% confidence level in 2019.